

Report On

**Efficiency of Recruiting, Selecting Policy & Talent Management of Petromax
LPG.**

By

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**An internship report submitted to the BRAC BUSINESS SCHOOL in partial fulfillment of the
requirements for the degree of
BACHELORS OF BUSINESS ADMINISTRATION**

BRAC BUSINESS SCHOOL

BRAC UNIVERSITY

September, 2025

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC UNIVERSITY.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

FARDUHUL HAQUE
18104291

Supervisor's Full Name & Signature:

Mr. Zaheed Husein Mohammad Al-Din
Senior Lecturer, BRAC BUSINESS SCHOOL
BRAC UNIVERSITY

Letter of Transmittal

Mr. Zaheed Husein Mohammad Al-Din

Senior Lecturer,

BRAC BUSINESS SCHOOL

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on Efficiency of Recruiting, Selecting Policy & Talent Management of Petromax LPG.

Dear Sir,

This is my pleasure to display my entry level position provide details regarding 'Efficiency of Recruiting, Selecting Policy & Talent Management of Petromax LPG ', which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Fardihul haque

18104291

BRAC Business School

BRAC University

Date: Month Day, Year

Non-Disclosure Agreement

This agreement is made and entered into by and between **PETROMAX LPG** and the undersigned student at BRAC UNIVERSITY .

In the report, I have mentioned about the policies & procedures about Recruitment & Selection of PETROMAX LPG. PETROMAX LPG use these policies to recruit & hire employee's effective for the position of company. So these policy is very much confidential part of the company. Because with the help of these policy company choose's the best candidate as employee for the role & company uses his full potential to make the company for more succeeded.

I therefore pray & hope, that BRAC UNIVERSITY keeps these part as confidential & oblige thereby.

Sincerely Yours,

FARDIHUL HAQUE

18104291

BRAC UNIVERSITY

Acknowledgement

Please accept my humblest utmost appreciation & submission on behalf of myself, Fardihul Haque, to Almighty Allah who & by his grace, enabled me to do my duty at the appointed time.

My deepest appreciation goes to Senior Lecturer Zaheed Husein Mohammad Al-Din, an energetic & most co-operative faculty of BRAC UNIVERSITY, for the directions he gave me. His encouragement & directions have been very much valuable for me from the beginning.

I would like to thank my Line Manager & Supervisor Gazi Ranerbi Netol, the Human Resource Business Partner of PETROMAX LPG. The aid she offered was considerable. Conducting multiple meetings, Gazi Ranerbi Netol freely expressed her ideas & gave me excellence guidance & I have learned a lot from the real life corporate experience with her help.. I also like to thank all the people at PETROMAX LPG & BRAC UNIVERSITY, who contributed their aid whether directly or indirectly for the development of this report.

Last but not the least, I would like to say that without my parent's effort I may not be able to come so far. With their prayer & love I have reached the end of my University life. Without them I may not even graduated. I love them very much.

Executive Summary

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Chapter 1

Overview of Internship

1.1 Student Information:

My name is Fardihul Haque. My student ID is 18104291. I have been engaged in BRAC UNIVERSITY for Bachelor's of Business Administration degree & I am in BRAC BUSINESS SCHOOL program. I have done my major in Human Resource Management (HRM). And, I have also done minor in Marketing. Except for internship, I have completed all the courses & I have earned 126 credits. Internship program has 4 credits. So after completing internship program I will earn 130 credits & I will be graduated by the grace of Almighty Allah.

1.2 Internship Information:

In Spring 2025, I was eligible for starting internship. In February 16, 2025 I was appointed as an **HR-INTERN** in **PETROMAX LPG** & secured my internship program. As I got selected as HR-INTERN, my department was Human Resource (HR) dept. My job location was in Head office which is situated in Dhaka. The exact location is- Crystal Palace, Level: 12, House: SE(D) 22, Road: 140, Gulshan - 1, Dhaka – 1212. For more convenience, google map link is given. - <https://maps.app.goo.gl/NUnQZzhXxgHimPZj6>.

In PETROMAX LPG my Line Manager or Supervisor was **GAZI RANERBI NETOL**. She is the Human Resource Business Partner (HRBP) of PETROMAX LPG. She has working experience almost 9 years + in corporate world. So her working style is totally different from other HR managers. Her every work is perfect. So I have learned a lot from her.

As I was recruited as HR INTERN, my job was to schedule interviews with candidates & Interviewers.

1.3 -Internship Outcomes:

My supervisor gives me the selected candidate's CV who will be sitting for interview. After that I created Brief Profile & Interview Assessment form for the candidate's selected for the interview. Then I call & email them to inform them about the interview time & date. After completion of interview & assessment, those who are selected, again I call & email to congratulate them & ask them to give some documents like- Academic certificates, NID, Pay slip, bank statements etc for preparing Appointment Letter. On the day of onboarding the candidate is introduced to all other employees. He then gets induction of different departments like- health & safety, operations, procurements, logistics, legal & compliance etc. from me & HR Trainer Development. My Supervisor collects CV's from 3rd party head hunters like- BD Jobs, Front Desk BD etc. Many candidates apply for a position. Among them few got chance to face the interview based on their academic results, extra skills, work pressure etc.

As I got the chance to work with HRBP, I have learned how to find appropriate candidate for the interview. How to conduct an interview. How to assess candidates in interview board. What type of training & how to give those training to new recruited employees. After giving training, again employees are tested through their work & HRBP find out employee's work is developed or not. So, this sort of things I have learned in my internship experience that how HR works in real life while recruiting & selecting.

I have faced a few difficulties while I was busy in internship period in PETROMAX LPG. Like-CV sorting. Many candidates apply for a post. But few got chance to face interview. So to select candidates for interview is quite challenging. In most cases, many candidates academic result, work experience, general knowledge etc are same. So to differentiate among them & select them is quite difficult. Because most candidates have good CGPA, better work knowledge. Secondly, I found a problem while delivering inductions & training. As a trainer I try my outmost to give best training to new selected employees. But not all candidate get the training properly. Maybe while training, he is not fully concentrated or they become bored etc. These sort of problem I have faced in my internship period.

As recommendation, I cannot give a perfect recommendation as my Line manager is much more experienced. But I would add, that while interviewing candidates for example- if 2 candidates are found same like same result, same experience then interviewer may ask him tough question outside the box to make feel less confident. But if any candidate is found more confidence in answering every question then it will make interviewer more easier to select appropriate candidate for the position. And for training part, to make the training more enjoyable rather than not monotonous, trainer can also engage employees to training with different activities, sharing real life experience, also make them participation. So these is a very good recommendation for trainer.

Chapter 2

Organization Part

2.1 Introduction, Objective, Scope of study, Methodology, Significance of study, Limitations

PETROMAX LPG is one of the most renowned LPG supply company in Bangladesh. Working in PETROMAX LPG is a great experience. Their moto is too supply quality full LPG I whole Bangladesh in best price. Company offers best price, service to their clients. Because Company belief, is fulfilling client's demand in their budget is the main profit for the company.

Objectives:

- LPG cylinders should not be stored in enclosed space.
- Always keep cylinder upright.
- Apply soap water or foams to hose pipe to check for leaks.

- Avoid using matches if gas is smelled.
- Close regulator knob after cooking.

PETROMAX LPG works with the combination of 5 departments. Which is Human Resource, Sales & Marketing, Operations & Logistics, Legal & Compliance, Finance & Accounts departments. This dept.'s work side by side to accomplish their work smoothly. PETROMAX LPG works with experienced employees, who work utmost for make the company more successful.

Every dept. according to their own style. But every dept. is connected with belief, trust, mutuality, bond.



2.2 Overview of the Company

PETROMAX LPG & PETROMAX CYLINDERS LTD. were both initially set under Youth group.

PETROMAX has basically 3 plants & 1 head office. In Mongla unloading & filling of LPG is done in Khulna plant. In Rupgonj plant also filling of LPG is done. In Tangail, there is cylinders manufacturing & production plant.



In August 2022, SHV Energy completed its acquisition of PETROMAX LPG (PLPG) & PETROMAX CYLIBDER (PCL) from Youth Group.

Mission: Advancing Energy Together is the mission that goes simply supplying our stakeholders with energy.

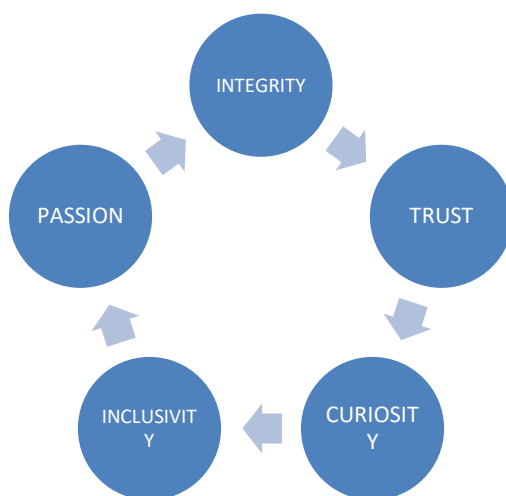
Vision: Well orchestrated combination of realistic, cost-effective solutions, renewable solutions, sustainable fuels like- rDME, a new module that is like De-fossilising the LPG industry.

Value: Working openly & honestly, we never compromise our values to boost our results.

Product of Company

- 12 kg cylinder with both 22mm & 20mm valves.
- 35kg cylinder with both 22mm & 20 mm valves.
- Bulk Autogas for filling station & industrial use.

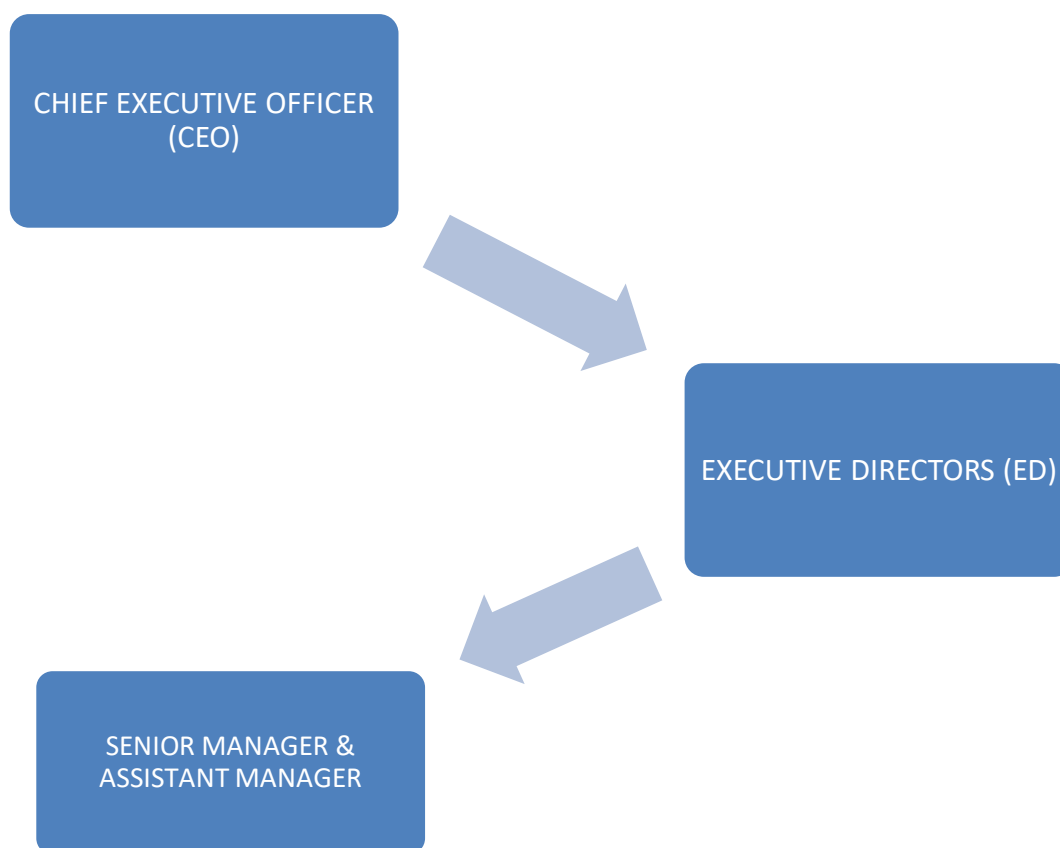
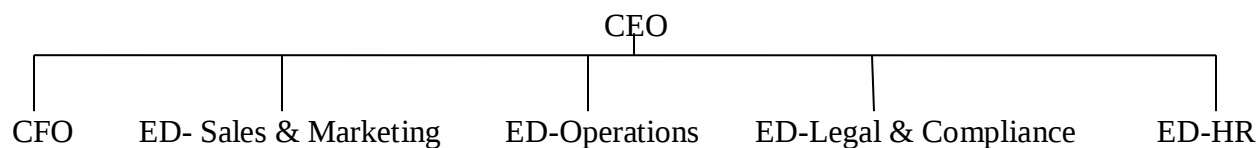
On the values Of PETROMAX LPG LTD. includes:



We believe that to care means finding the courage to put our values into action, day in, day out.

Corporate Division:

Under Chief Executive Officer (CEO), there are 5 executive directors & 2 department heads. All dept. have their Senior Manager & Assistant Manager. IT & Health & Safety have their own team.



2.3 Management practices:

All the departments have their own executive directors. And, under every directors there is Senior Manager & Assistant manager. Under Assistant Manager there is Direct Reportee's. Every dept. runs accordingly but with different working style.

For Example-in HR department- recruitment, shared services, admin, payroll, training & development etc is done. Recruitment is done basically by Human resource Business Partner (HRBP). Shared services is done by Senior Manager. Training & Development is done through Senior Manager & Assistant Manager. Payroll is done by Assistant manager. And for helping all these manager & HRBP, an HR INTERN is hired from a reputed university, to help them & accomplish their work smoothly.

Senior Manager of shared service basically work on HR planning like- cost minimization, presentations, approve of holidays, approve of new employees etc.

Training & development manager basically designs training for both blue collar & white collar employees & also provide them training with proper guidance for better development.

2.4 Marketing Practices:

Executive Director of Sales & Marketing controls the whole department. Under executive director of sales & marketing, there is National Sales Manager (NSM), under him there are Regional Sales Manager's (RSM), under them there are Territory Sales In-Charge (TSI).

There is also Assistant manager of Sales Admin. More marketing, branding & promotion there is Assistant Manager who is very much experienced & works hard for the marketing of PETROMAX LPG.



Everyday sales admin collects report of the price of other company's LPG cylinder. He gathers information from RSM's, and RSM's collects daily data of cylinder sales in whole bangladesh from TSI. Sales admin gives report to NSM & NSM analyze it & conduct a meeting with executive director for rise up & lowing price of PETROMAX Cylinders. With the help of IT, Assistant manager of branding & marketing generates new ideas, creativity etc.

2.5 Financial Performance & Accounting Practices:

Finance department is operated by Chief Financial Officer (CFO). Financial analysis of cost, financial analysis of profit etc is done every quartly & yearly.

Net Profit Margin:

Net profit margin of 2019, 2020, 2021, 2022, 2023 of PETROMAX LPG is given below-

Year	2019	2020	2021	2022	2023
Net profit margin	1.3	1.53	1.55	-23	-19.26

Net Profit margin= (Net Profit / Total Revenue) * 100

The chart indicates that PETROMAX LPG had continuous growth in net income till 2021. But in 2022 & 2023, company is facing loss. The reason may be acquisition of company in 2022.

Return On Asset:

Year	2019	2020	2021	2022	2023
ROA	0.66%	1.02%	0.94%	-22.12%	-13.33%

Return On Equity:

Year	2019	2020	2021	2022	2023
ROE	4.07%	7.25%	11.49%	168.96%	-56.72%

Current Ratio:

Year	2019	2020	2021	2022	2023
Current ratio	0.46	0.31	0.43	0.26	0.5

Z- Score of PETROMAX LPG LTD:

Year	2019	2020	2021	2022	2023
Z- Score	0.0878	-0.8159	-1.6902	-6.0732	-1.58479

Average of 5 years: -2.015258

Z- score of 2019 (0.878) which his company having slightly above average of industry. In 2020, z- score was negative. Between 2021-2023 performance of company was worse.

2.6 Operations Management & Information System:

Under operations department, there is logistics, procurement, purchase team etc. They basically operates through all the 3 plants which are- Tangail, Mongla, Rupgonj. AGM report to executive director of operations. All the divisions- logistics, procurement, purchase team reports Assistant General Manager (AGM).

IT department or team works very hard. Because of their IT knowledge all technological works are done smoothly. They work through SAP.

Health & Safety team works on the safety of employees, labor of head office & plants. They give inductions about safety, safely work etc to all employees. If any incidents or accidents happened they give quick response & head of H & S report directly to CEO.

2.7 Industry & Competitive Analysis:



Fig- SWOT Analysis

Strength of PETROMAX LPG- PETROMAX LPG started their journey under SHV energy in Bangladesh in 2022. So it is a very short journey & new startup for them. But their main advantage is DD service which is Direct Delivery Service.



Though PETROMAX started their journey lately, but the introduction of DD service is the first in LPG industry. Because as they believe in customer satisfaction, they are never late to provide their cylinders in customer's home. In best price & best service still PETROMAX has a good fame in LPG industry in Bangladesh..

Weakness of PETROMAX LPG- The main weakness of PETROMAX LPG, is their late startup. Price of cylinders is almost same as other LPG company's. Other renowned company's started their LPG business early in 2000. So it is a big weakness for PETROMAX.

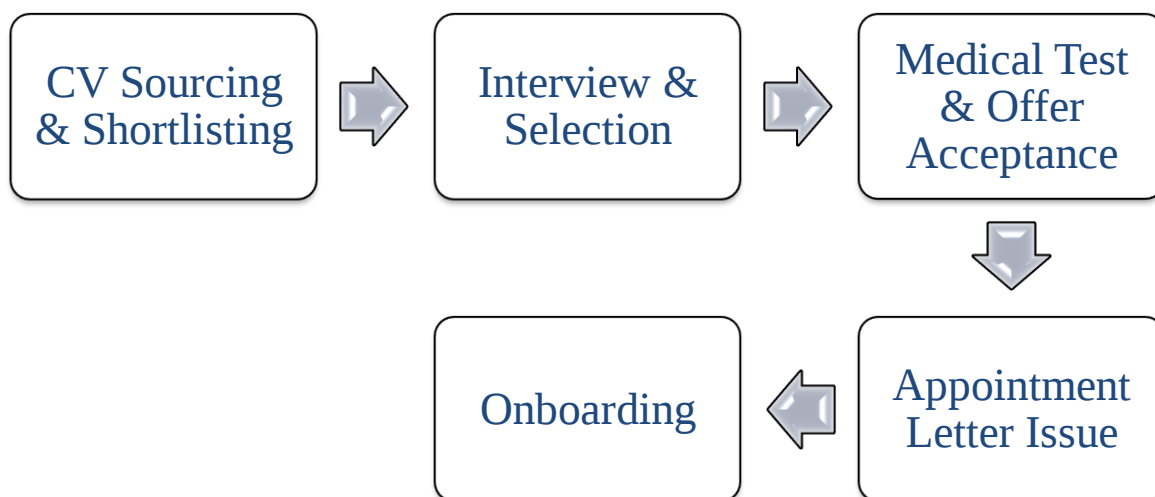
Opportunities of PETROMAX LPG- They not only focused on household use but also for car refueling station & in different production industries. Because day by day Compressed Natural Gas (CNG) is reducing & production factories are not getting enough CNG for production. So they are switching to LPG from CNG, which is very much effective for them. Many production companies like- Square, Samith power, Beximco etc are biggest LPG client of PETROMAX LPG. Price of PETROMAX LPG is slightly low. So when Production company buys in bulk quantity of LPG from PETROMAX they get a great cost efficient price for their production use.

Threat of PETROMAX LPG- The main competition of PETROMAX is with Bashundhara LPG, Omera LPG, Navana LPG, Total. They are main rival of PETROMAX. As those company started their LPG business early, it will be tough for PETROMAX to make a stand in industry.



Chapter 3

3.1 Introduction: In case of recruitment & selection, PETROMAX LPG has already created policy which is effective for hiring new employees. Recruiting & Selecting of new employees is basically operated from Petromax LPG Ltd Head office which is in Dhaka. Human Resource (HR) department is only responsible for recruiting & selecting of new employees. HR department follows some steps which is directed by recruiting & selecting policy and regulated by Human Resource Business Partner (HRBP).



Objectives:

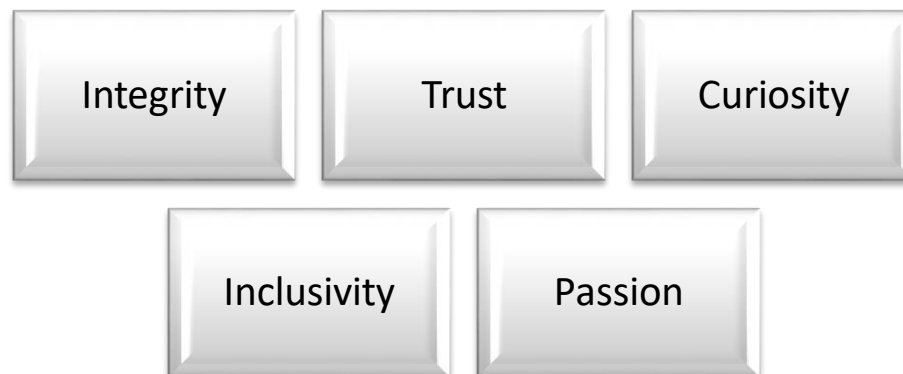
Petromax LPG Ltd collects CV through internal & external source. After sourcing the CV, among many CV's few are shortlisted and called for interview. Interview is taken by Human Resource Business Partner (HRBP) & Line Manager. But in some cases, like- interview of Executive Director is taken by MD & CEO, interview of General Manager is taken by Functional Directors etc.

Significance:

After completing interview, candidate is selected for the role based on his skills, work speed, risk taking , time management etc. When selection is done, medical test is given to the candidate to check whether he is physically fit or not for the role. Then offer is sent to him/her & if he/she accepts it, then appointment letter is issued to him. Lastly on boarding is done through warm welcome & inductions with various departments. And that's how Recruitment & Selection policy is operated in Petromax LPG & Petromax PCL.

3.2 Literature Review:

PETROMAX LPG LTD & PETROMAX CYLINDERS LTD are both renowned companies under SHV ENERGY operating in Bangladesh. They have established & earned a good reputation in this competitive market. Because they have created various effective policies.



With the combination of 5 values, Petromax LPG stands strongly on the surface & in front of its competitors. Bringing cleaner energy to homes across the country in a simple, affordable way. Also teaching families how to use LPG safely. Basically, if this policy is not done properly then great hamper of company will be seen. Because if unqualified candidate is selected then whole system will crash, he will not be able to operate his work accurately & the full department will face difficulty. So for these reason properly Recruitment & Selection should be done to choose an effective candidate for the welfare of the company. And HR department of Petromax LPG strongly follows the “Recruitment & Selection Policy”.

3.4 Methodology :

An outlined of interview panel is shown below of various positions of PLPG & PCL –

Position	Preliminary Interview Panel	2nd / Final Interview Panel	Final Interview Panel
Director & Executive Directors	MD & CEO + ED-HR / Cross Functional Director	Global Team	–
Senior Manager & Deputy General Manager	Functional Director + ED-HR	MD & CEO	Global Team (if required)
Asst. Manager & Manager	Line Manager/ Plant Head + HRBP	Functional Director + ED-HR	MD & CEO (if required)
Senior & Junior Executive	Line Manager/Plant Head + HRBP	Functional Lead + Talent Lead	Functional Director + ED-HR (if required)
Staff Level	Line Manager + Plant HR	Plant Head + HRBP	–
Contractual	Functional Lead + HRBP	Line Manager + Talent Lead	Functional Director + ED-HR (if required)
Intern	Line Manager / Functional Lead + HRBP	Functional Director (if required)	–

3.4 Findings & Analysis : PETROMAX LPG & PETROMAX CYLINDERS LTD strongly follows the recruitment & selection policy. To identify the efficiency of this policy, the mother company SHV ENERGY every year uses the above chart, to identify the amount of recruited potential employees that is selected by Petromax LPG. As I have done fgt of Senior Manager HR & Assistant manager of HR, they told me about various things of Recruitment & selection policy. This sort of interview helps in methodology part. Petromax LPG Ltd collects CV through internal & external source. After sourcing the CV, among many CV's few are shortlisted and called for interview. Interview is taken by Human Resource Business Partner (HRBP) & Line Manager. But in some cases, like- interview of Executive Director is taken by MD & CEO, interview of General Manager is taken by Functional Directors etc.

The global team visit different countries to check the companies under SHV energy.

3.5 Summary & Conclusions:

Petromax LPG is a renowned LPG Supplier company in Bangladesh. The strong HR team, marketing team are the key reasons of the success of company. The HR team is responsible for recruiting new efficient employees for the company.

This is the first time in Bangladesh that an LPG operator is directly selling and providing services to end-users. The people of Bogura have appreciated the value-added service in home delivery, cylinder installation, safety checks, and government pricing.

For Petromax LPG, Direct Delivery isn't just a project—it's a promise to make life better for people in Bangladesh. By working together with communities, we are showing how simple changes can lead to immense benefits for everyone.

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